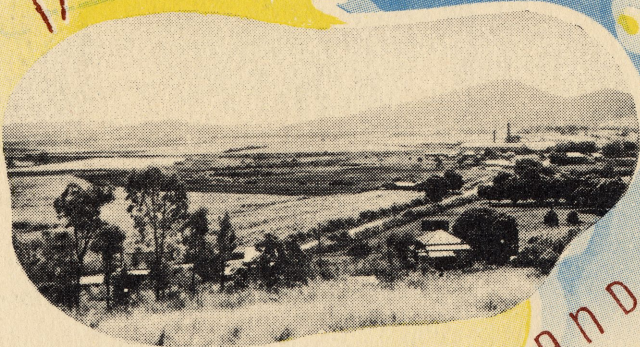


MACKAY, BOWEN *and* WHITSUNDAY PASSAGE



QUEENSLAND



425 lb. Groper caught near Hayman Island, Whitsunday Passage.

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The CENTRAL COAST

THE littoral between Mackay and Bowen is perhaps the most picturesque along the 13,000 miles of Austral shores. It is at Mackay that the visitor to North Queensland really begins to feel that he is in the tropics. No town in the whole State impresses a visitor more forcibly than Mackay. There is an air of general prosperity that creates in the mind of the stranger the impression that the city is not only the metropolis of a solid district but has great faith in its future destiny.

Bowen is 115 miles north of Mackay. The town is built on a gently sloping peninsula rising to some 300 feet, with the sea on three sides. But it is the harbour that will impress the visitor. Port Denison is one of the finest natural harbours on the Australian coast. Land locked and surrounded by islands and of great beauty, it has a depth of water that enables ocean vessels of 12,000 tons to berth in comfort.

Between Bowen and Mackay is that beautiful stretch of water extending from Gloucester Head in the north to Cape Conway in the south, known as Whitsunday Passage. Nature seems to pick out certain localities and thereon lavish her charms; she has certainly done her best to make the coast line from Bowen to Mackay a thing of beauty and a joy forever. On several of the seventy-odd islands in the Passage, accommodation is provided for tourists and regular launch services operate from Mackay, Proserpine (75 miles north of Mackay), and Bowen.

Readers who desire additional information concerning the resorts mentioned herein, or particulars of accommodation and transportation costs and inclusive bookings, are invited to communicate with the Queensland Government Tourist Bureau.



MACKAY

Sydney Street, Mackay.

MACKAY, with its picturesque hinterland and island-festooned seaboard, offers unbounded attractions to holiday-makers. Situated well within the tropics, the city and district possesses singular beauty and charm of scenery. Winter months in this Northern region, with warm winter sunshine pouring out of bright blue skies and suffusing shore and summit, are truly delightful.

Inland, through Pioneer Valley, are the cool green heights of Eungella Range. North and south of Mackay are pretty districts besieged by surging sugar-cane plantations. Along the seafront for some 30 miles is a string of appealing resorts, and thronging islands form an enchanted waterway north through the Cumberland and Whitsunday Groups to Bowen.

Mackay, situated on the Pioneer River, 598 miles north of Brisbane, is a thriving city with a population of 13,500. Modern shops and department stores, substantial business houses, modern hotels and public buildings, and attractive residences indicate the prosperity of the city and district. An ambitious town-planning scheme will eventually make Mackay a model city.

Sugar-growing is the principal industry, although dairying, timber-getting, cattle raising, tropical fruit growing, and tobacco-growing are also of importance. Annual returns from sugar-cane average about £5,000,000, the greater part of which circulates in the district comprising some 35,000 people. About 3 miles from the city an outer harbour has been built to accommodate ocean-going liners, and there are daily air services to the north and to the south.

SARINA, centre of the power alcohol industry, is a little to the south. Proserpine to the north is also a fertile sugar-growing area.

Sugar-growing commenced in the Mackay district in the late 'sixties (the Pioneer River was discovered by Captain John Mackay in 1860), and the first mill began crushing in 1868. The district soon assumed a leading place in the cane-sugar production of the State, and Mackay became known as the "sugaropolis."

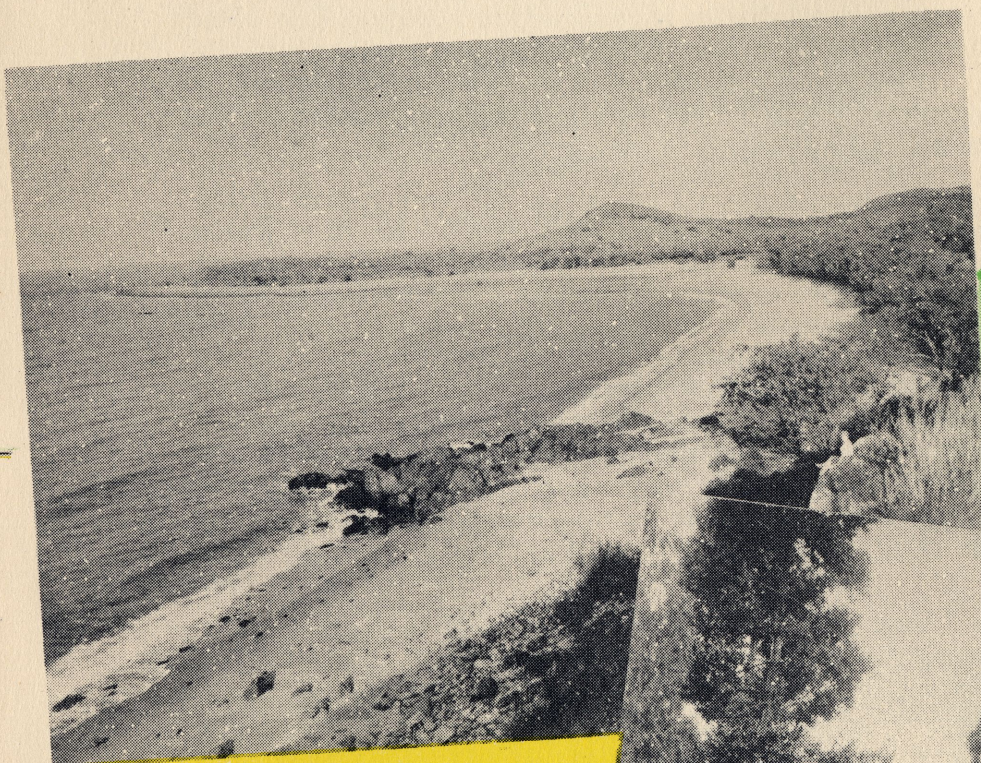
The district also saw the creation of central mills, the building of which was assisted by Government grants. The object of these mills was to crush cane grown by white labour only. This could not be put into immediate effect, but they paved the way for the elimination of coloured labour and for the establishment of purely co-operative mills, which to-day crush the greater part of the Queensland cane crop.

The sugar is manufactured by seven mills—Farieigh, Racecourse, Pleystowe, Marian, Cattle Creek, North Eton and Plane Creek. The sugar is produced under natural rainfall conditions, with an annual average of about 60 inches; there are few facilities for irrigation. Production is based entirely upon a small farm system, the average area planted to cane being some 60 acres. There are over 2,000 cane farms in the district. Whilst sugar is the outstanding production of Mackay and District, there is rapid expansion in other rural production and in the dairying and pastoral industries.

Looking towards Mackay
from Mt. Oscar.



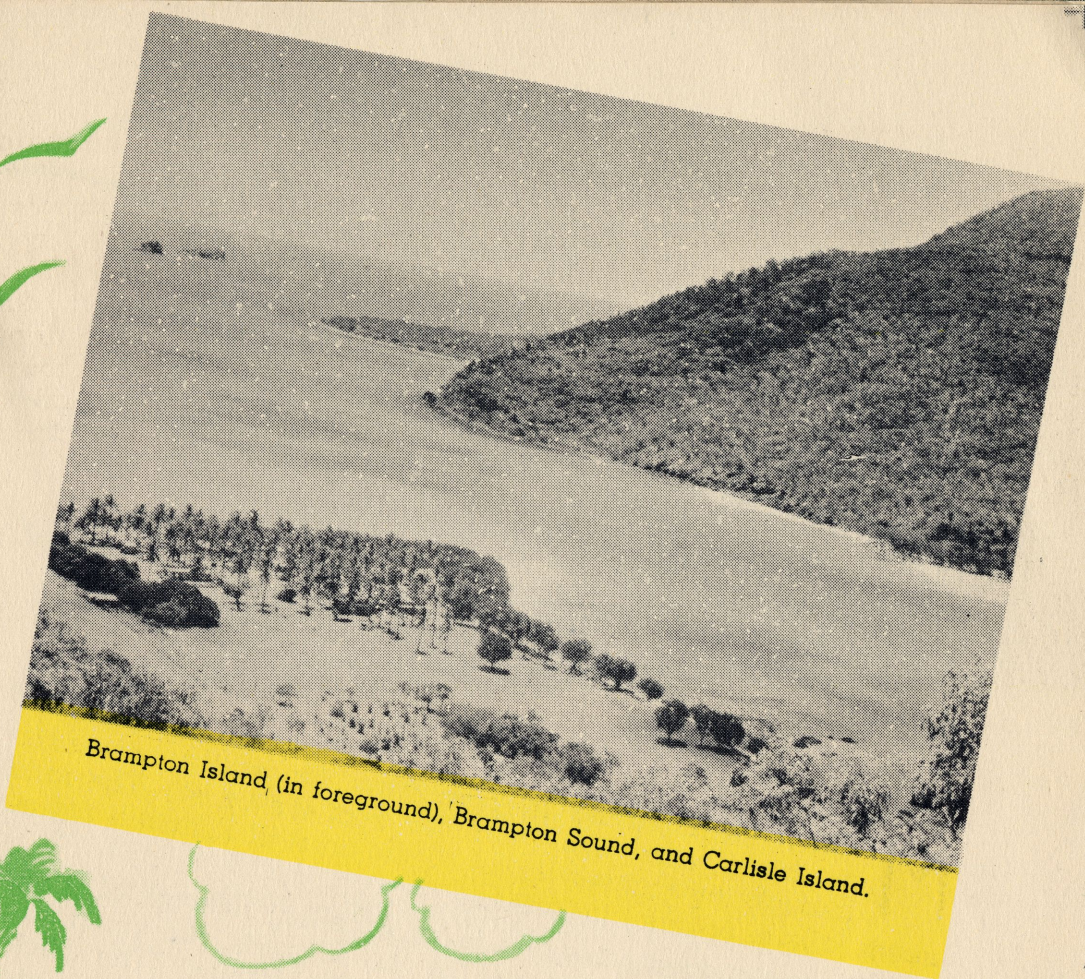
THE story of the development of Mackay is an absorbing one. Captain Mackay left Armidale on 16th January, 1860, with a party of seven men and twenty-eight horses to explore the northern country for "runs" for stocking purposes. They travelled by Tenterfield, Darling Downs, and Gayndah to Rockhampton and after recruiting and refitting continued again on 16th March. They left civilisation behind them at Marlborough, and bearing to the north-west followed the Isaacs River and travelled on towards the Burdekin. Near the coast they found a river which they called the Mackay, and after tracing it to the sea decided to return south.



Eimeo Beach, Mackay.



Queen's Gardens, Mackay.



Brampton Island (in foreground), Brampton Sound, and Carlisle Island.

THE party reached Rockhampton after four months' absence and tendered for the country they had discovered, in accordance with the Crown Land Regulations. The tenders were accepted by the Queensland Government and they were allowed nine months for stocking. Captain Mackay purchased cattle and started from Armidale on 26th July, 1861, with 1,200 cattle, 50 horses, and two teams of bullocks. After great hardships the stock arrived at the Mackay River on 11th January, 1862. The name of the river was subsequently changed to the Pioneer because Commodore Burnett had in 1863 named a stream flowing into Rockingham Bay the Mackay. The Queensland Government, however, not wishing to detract from the merit of Captain Mackay's discovery, named the town after him.

There is no more progressive area in Queensland than Mackay and District nor any with a brighter future. Under sunny skies the visitor will find a province of great richness and scenery of surpassing beauty and variety. Golf, tennis, croquet, and bowls enthusiasts are well catered for, and there are several modern picture theatres.



EUNGELLA RANGE

Pioneer Valley from Bevan's Lookout—Eungella Range.

MACKAY is fortunate in possessing an easily accessible mountain resort some 50 miles from the coast. The road through the Pioneer Valley to the crest of Eungella Range never fails to enchant the visitor.

On this rugged tableland is an excellent network of access roads constructed for the use of the farmers, dairymen, and timber-getters. The drive for many miles around "The Circle" in the Credition area is most interesting. At one section the road winds through an extensive grove of beautiful fan-palms. Several areas have been reserved as State forests and for tourist purposes.

Delightful trips can be made by horseback or car to the various lookout points along the edge of the range. Wide panoramas unfold from Mt. William, Mt. Henry, and Peak Henry (4,126 ft.) and from Bevan, Palm, and Pease Lookouts. Dalrymple Heights Lookout provides an unsurpassed view of the Pioneer Valley.

Pretty picnic spots include the swimming pool at the Broken River bridge, the Wishing Pool, Credition, Pla and Bee Creeks, and further afield Haslewood Creek, the Canyon, and other places of scenic interest.

The bird and plant life on the Eungella Plateau is outstanding. The tropical splendour of the vegetation is seen to advantage along the old Eungella mining road and many of the recently-opened access roads.

Eungella Range, with its tropic splendour and glorious climate, is unquestionably one of the most attractive upland resorts in North Queensland. Access is by road or rail to Netherdale (45 miles) and then by service car (4½ miles) to the chalet.



CUMBERLAND ISLANDS



Looking across Settlement at Lindeman Island towards Seaforth Island.

LIKE the majority of islands within the regions of the Great Barrier Reefs, Lindeman and Brampton Islands belong to the category of high or continental islands. They are partially drowned portions of the continent, and are distinct from the coral isles of the Capricorn Group or the sand cays and low-wooded isles north of Cairns.

Lindeman Island is situated some 50 miles north of Mackay. It comprises 1,920 acres and the highest peak rises to 712 feet, providing truly magnificent seascapes of island-studded waterways. Bluff headlands, grassy slopes, forested and savannah country, and luxuriant patches of tropical jungle are among the physical features of the island. The shores are indented with charming havens and shell-strewn coves. Coral reefs fringe the island. The island settlement nestles beneath a grassy bluff fronting picturesque Kennedy Sound.

Brampton Island lies some 19 miles north-east of Mackay. It is about five miles in area. The beauty of Maryport itself is a charming introduction to the manifold delights further afield. The summits of Carlisle and Brampton, thickly wooded with eucalypts and pines, among which flocks of white cockatoos scream; the long, silver beach in front of the settlement, which peeps out from a huge grove of coconut palms; and the channel between Brampton and Carlisle Islands leading to a wonderland of coral reefs, all tend to make Brampton an ideal holiday resort. With its unusual scenery, coral reefs, sandy beaches, and idyllic climate throughout the year the Cumberland Isles have a fascination none can resist. Regular launch services operate between Mackay and Lindeman and Brampton Islands.





Sinclair Bay, Bowen.

BOWEN

BUILT on rising ground with a good fall to the harbour, with its dry air and regular sea breezes freely circulating, Bowen is ideal for a holiday. There are excellent hotels, town and seaside. The town has a population of 3,300 and is situated 713 miles north of Brisbane. There are regular rail and air services.

Eighteen miles wide by twelve miles deep, Edgumbe Bay extends from Gloucester and Middle Islands to the mainland, with Port Denison as the inner area in which Bowen Harbour nestles. Stone, Thomas, and Poole are the principal islands of this marine paradise, and they commemorate three pioneers of Bowen. Sinclair Bay, named after the Captain who discovered the harbour in 1859, is in the far south-east of Edgumbe Bay. Just south of Sinclair Bay is Ben Lomond, a mountain whose pronounced peak makes it appear like an island. Large limestone deposits are on Ben Lomond.

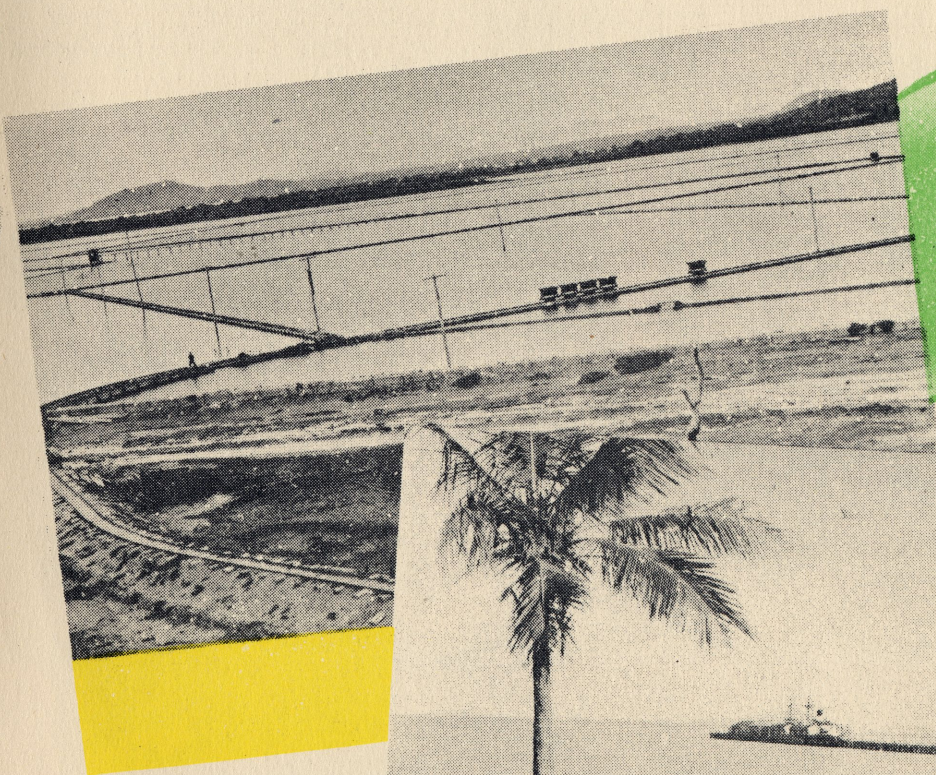
Bowen's sea harbour lies at the southern end of its broad main thoroughfares. Deep water is here for the largest vessels afloat, and unchanging over fifty years of harbour soundings. Coastwise steamships and ocean-going vessels berth at the long jetty with its cargo loading crane.

Bowen town has several commanding heights, and the high rocky points between Cape Edgumbe and the harbour entrances are outstanding and imposing. Following the harbour circle south-west are several considerable hills rising at intervals over 500 feet, green-decked, along a curving forest-clad foreshore.

A MOTOR-LAUNCH trip on Bowen Harbour gives proof that the noble expanse of waters is well protected from south-easterly gales by Gloucester Island's brazen, serrated range, with peaks rising to 1,900 feet. Passing out between North Head Island and lighthouse and the white beaches of the pretty bays of Stone Island and looking south-eastward, it appears as if Middle Island is almost touching Gloucester Head, but running south-west past Stone Island into Port Denison it becomes clear that its name is merited, and from this angle it is plainly a central guardian of the main harbour entrance.

To the open seaside is a twenty minutes to half-hour's walk. Horseshoe Bay and Rose Bay are of striking beauty. Little ocean gems, cove-like in their brevity, as a pair it would be hard to find their equal anywhere. Horseshoe Bay is a delightful camping spot with many shelter trees on its sloping foreshores. The huge boulders that pile up and clinch the ends of its horseshoe shape are remarkable.

In the panorama that includes the outer harbour, Gloucester Island furnishes a magnificent seaward finish. Rose Bay has also charming contours with very high rocks on its boundaries. Good shelter trees are on the rising ground sloping to the beach from a rocky ridge.



Salt Pans at Bowen.

Bowen Jetty and Harbour.



THE longest stretch of sands is Queen's Beach, running north for miles. Sea bathing here is safe and pleasant. There are golf links and a hotel within a short distance of the beach. King's Beach, curving south to Flagstaff Hill, has an inviting appearance over the whole of its longshore and golden sands.

Bowen is renowned for its fishing excursions and sailing and motor boating tours. To the deep sea watermen the glamour of Bowen's position is in trips to Hook and Whitsunday Islands and through the many glorious channels past pine-crowned islands and lovely bays that adorn the 60 miles of Whitsunday Passage. Bowen is also the port of departure for launch services to the tourist resorts of Hayman, South Molle, and Long Islands. Visitors to South Molle and Long Island may also travel via Proserpine.

Coral grows near the islands protecting Bowen Harbour. In the Whitsunday Group there are many inshore reefs where the living coral in all their diverse and beautiful forms and remarkable variety of colours can be examined. Fish swarm in these warm waters and shoals haunt the harbour.

Sea Eagle's nest in top of Pine Tree, Whitsunday Island.

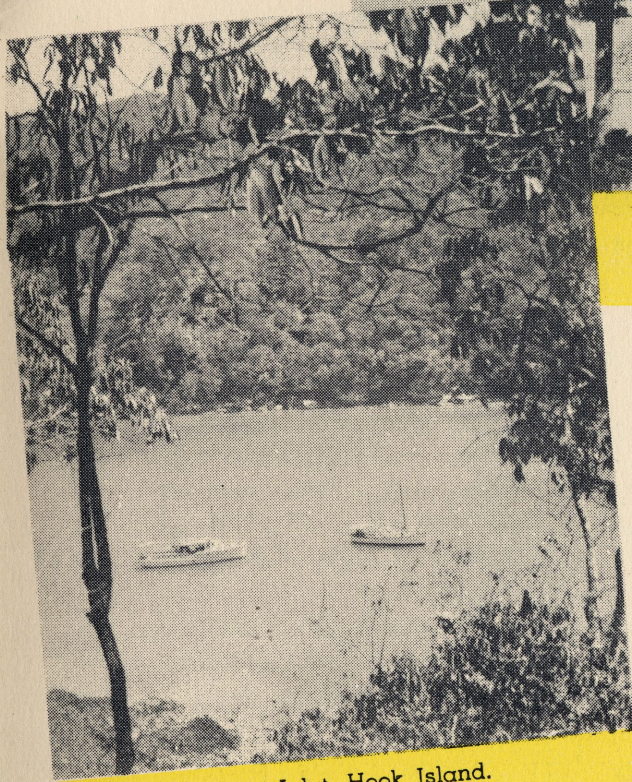


Visitors Fossicking on Reef at Hayman Island.





The Beach at Hayman Island.



Nara Inlet, Hook Island.

THE Bowen district is famed for its tomatoes and mangoes and other tropical fruit. In the dry periods, beneath the wide sandbed of the Don River, is a constant supply of pure, fresh water. From this and other sources Bowen town and hundreds of farm and garden irrigators pump their supplies.

The important industries include cattle-raising, coal-mining, and saltmaking. Bowen's large saltworks are easily its most novel industry. The "raw materials" are free, and the process solar exaporation—sunshine on seawater. The water is pumped from a mangrove-fringed creek near the harbour mouth and flows to huge claypans or shallow reservoirs. Bowen climate's high rate of evaporation soon sees the salt crystallising in white masses ready to be garnered. The Bowen coke works is near the wharves. The coal is drawn from the Bowen State Colliery and the bulk of the coke goes to the Mt. Isa smelters.

A golf course, bowling and croquet lawns, and tennis courts are available to visitors, who are heartily welcomed by the citizens.



WHITSUNDAY ISLANDS

The Settlement at South Molle Island from Spion Kop.

TO see the jewel sparkle of sunshot tropic seas, and the evening purple softly fall over pine-clad islands; to hear the old chant of ocean waves breaking on coral strands and the cries of seabirds echoing at night across starlit heavens; to feel the sharp salt kiss of spindrift, the suffusing warmth of sunshine, the invigorating caress of pellucid waters, the swift "strike" of fighting fish . . .

These are among the manifold delights of a holiday among the beautiful island resorts in the far-famed Whitsunday Archipelago which fringe the coast just south of Bowen.

There are seven resorts in this enchanted region, each with individual attractions. They are Day Dream (West Molle), Hayman, South Molle, Brampton, Lindeman, and two resorts on Long Island. The various beauty spots and the best fishing grounds are easily accessible from all resorts in the Group.

Here is a new and unusual marine playground offering varied scenic and holiday attractions at reasonable costs. There will be wide days when fishing, cruising, swimming, fossicking on the coral reefs, or lazing with a book under the cool shade of tropic trees will possess a rare enchantment; days when the launch will seem to glide over unruffled seas like a white gull; and days when tiny flying-fish will spray away from the cleaving bows like flights of silver arrows, and sea-shouldering whales sport clumsily at a discreet distance.

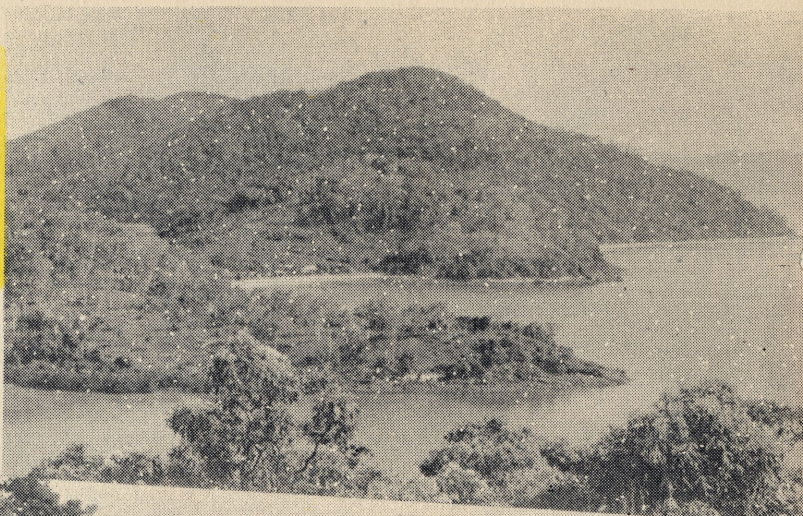
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THERE are scores of island-hemmed harbours and winding inlets and passages. Weeks could be happily spent before their beauties become familiar.

These Whitsunday regions are also rich in romantic history—stories of ill-fated trading schooners and coastal craft, and aboriginal lore. Whitsunday Island was the "heaven" of the vanished tribes. At Whitehaven Bay is the Whispering Beach, and caves high up on Hook Island contain native drawings. Legend has it that a Spanish galleon lies at the bottom of Cid Harbour.

There are launch services from Cannon Valley (via Mackay and Proserpine to Hayman, Day Dream, South Molle and Long Islands and from Mackay to Brampton and Lindeman Islands. Flying boat services operate from Brisbane to Hayman, Day Dream, South Molle, Long and Lindeman Islands. The attractions of these resorts are fully detailed in individual brochures available at the Queensland Government Tourist Bureau.

Long Island Sound,
Whitsunday Passage.



Coral Beach at Day Dream Island.



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